



GSTC Marketing Manager

- Job Description-

Overview

GSTC manages the GSTC Standards, recognized widely as the global standard for sustainable travel and tourism. The Marketing Manager is responsible for developing and executing market access benefits for businesses that achieve a meaningful degree of verified compliance with the GSTC Standards. This is accomplished through practical, partner-facing execution, coordination, written and verbal messaging, and the application of systems through strategic partnerships. The role also supports accreditation-based adoption of the GSTC framework, advisory services to key stakeholders, and alignment with GSTC's global licensing and trademark governance.

Roles & Responsibilities

1. Market development of GSTC-certified businesses
 - Translate certification into clear market-facing value propositions for stakeholders, including credible sustainability claims and buyer recognition.
 - Represent GSTC through participation, speaking engagements, and partner events to further position GSTC as the global leader in sustainable tourism standards and verified assurance.
 - Work with GSTC internal Communications team to produce Singapore-focused case studies and annual showcases of best practices across subsectors (web, newsletter, social, partner channels).

2. Partner coordination, program execution, and ecosystem readiness (STB, CBs, and internal teams)
 - Serve as liaison with Singapore-based initiatives and execution with STB (Singapore Tourism Board), SDC (Sentosa Development Corporation), SHA (Singapore Hotel Association), SACEOS (Singapore Association of Convention & Exhibition Organisers & Suppliers) and other relevant industry associations as applicable.
 - Work in partnership with dedicated staff within the GSTC Assurance/Accreditation teams to support geographic distribution of auditors and readiness to meet Singapore demand.
3. Public-sector adoption of GSTC-accredited certification
 - Advise and support National Tourism Organizations (NTOs) and related/similar national bodies that manage tourism planning and development on certification and other forms of external assurance/verification, and on the harmonization of the GSTC Standards and framework as global standards.
 - Encourage the adoption of the GSTC framework.
4. Cross-functional support, KPI execution, research, and administrative coordination
 - Support the CEO, National Programs Director, and Director of Stakeholder Engagement in implementing GSTC strategies toward key stakeholders.
 - Perform miscellaneous administrative duties shared with and under the direction of the CEO and General Manager.

Scope

Singapore, ASEAN; broader Asia-Pacific and global support as needed.

Reporting Relationship

Reports to the CEO. Works closely with the Singapore Office team, the Director of Stakeholder Engagement, the Chief Assurance Officer, the Communications Manager, the Training team, and global staff and stakeholders.

Qualifications

- Bachelor's degree or higher, preferably in business administration, marketing, tourism, public policy, or related fields.
- 5+ years of experience in tourism partnerships, program execution, market development, certification/standards initiatives, licensing, or related fields.
- Professional-grade written and spoken English required; multilingual skills are a plus.
- Effective speaking and stakeholder engagement skills; comfortable representing GSTC in forums and events.
- Comfortable working across different cultures and independently in a remote/hybrid environment.
- Software skills: intermediate or higher level user of MS Office / Google Workspace; able to maintain tracking sheets and partner pipelines.

✓ Personal Attitude Requirements

- High level of integrity, impartiality, and professional judgment.
- Strong attention to detail and consistency in work.
- Ability to work independently and manage complex activities remotely.
- Strong interpersonal and cross-cultural communication skills.
- Proactive, structured, and solution-oriented mindset.

✓ Language Skills

- Excellent written and verbal English communication skills.

✓ Preference

- A Singapore-based applicant
- Completion of one or more GSTC training programs.

✓ Personal Skills

- Strong organizational and multitasking abilities.
- High attention to detail and accountability.
- Capacity to work independently and manage time effectively in a hybrid environment.
- Strong interpersonal and cross-cultural communication skills.
- Proactive attitude and problem-solving mindset.

Place of Work

A hybrid of remote and on-site in Singapore.

Application Procedure

Qualified candidates are invited to submit their CV and a cover letter detailing their motivation for applying and relevant experience to hr@gstc.org with the title: **'2026 GSTC Marketing Manager | *applicant name*'**.

Applications will be opened **by January 31, 2026**.

Note: Candidates of interest will be contacted for an interview. Compensation will be determined based on the candidate's qualifications, experience, and primary place of residence.